



## 2023 Clark Street Spooktacular

Register for **Spooktacular** by **Friday, September 29!**

We are excited for the return of the Clark Street Spooktacular—our 15<sup>th</sup> annual Halloween trick-or-treating extravaganza! Businesses are invited to participate as trick-or-treat stops and promote themselves during **Spooktacular!**

We hope you will utilize this **FREE** and unique marketing initiative to capture the attention of and promote your business to local residents and new customers.

**Date & Time:** Sunday, October 29, 2023, 1:00 p.m. – 4:00 p.m.

**Location:** Clark Street, between Armitage and Diversey and Diversey from Orchard to Lakeview

**Details:** Participants stroll along Clark Street and Diversey Parkway, stopping at businesses offering Trick-or-Treating and festive specials and entertainment.

### Here's how it will work:

- Trick-or-treating will occur at businesses along the street! The Clark Street Special Service Area (SSA) #23, **will cover the cost of the first two bags of candy (approx. 300 pieces) if you confirm your participation, by Friday, September 29** (candy will be delivered to your business the week of October 23). We recommend having additional bags of candy available as we anticipate at least 1,000 visitors to the street.
- Get in the spirit and dress up the street and your business this Halloween. In an effort to drive foot traffic and create “Instagrammable” buzz, we strongly encourage you to decorate your storefront window with spooky lights, pumpkins, scarecrows, and other festive scenes. Help the street shine throughout the Halloween season.
- Neighbors will be encouraged to visit the business corridor throughout October to check out spooky specials and promotions offered by local shops, restaurants, and offices.

To learn more about the ways you can get involved, please refer to the **Clark Street Spooktacular** registration form on the next page. We can't wait to celebrate **Spooktacular 2023!**

If you have any questions, please contact the Lincoln Park Chamber of Commerce at [events@lincolnparkchamber.com](mailto:events@lincolnparkchamber.com) or by phone at (773) 880-5200.



## 2023 Clark Street Spooktacular Registration Form

The **2023 Clark Street Spooktacular** will include trick-or-treating and festive promotions marketed to the community between October 15 – 31.

**\*Please print clearly and fill out the entire form.**

Business Name	Contact Name	
Business Address	Suite	
City	State	Zip
Email	Phone	

Please select your intended participation level below (*select all that apply*):

**Spooktacular Trick-or-Treating Stop**

*Distribute candy to trick-or-treaters visiting your business and remain open for the duration of the event (Oct. 29, 1:00 – 4:00 p.m.). Must confirm participation and return this form **no later than Friday, September 29** to receive two free bags of candy (approx. 300 pieces). All participating businesses will be listed on a Trick-or-Treating map distributed to Clark Street visitors.*

**Spooktacular Special or Promotion Participant**

*Are you featuring or promoting a Halloween special in your shop; a festive menu item; a spooky deal in your practice? Let us know the details and we'll promote it on our event webpage and on social media.*

Date(s) and/or Description:

---

---

---

**Promotional Partner**

*List **Spooktacular** and graphics on your website, social media, and/or include in your newsletter or e-blast.*

Distribution date(s):

---

Please return completed form no later than **Friday, September 29** via email to [events@lincolnparkchamber.com](mailto:events@lincolnparkchamber.com) or mail to 2468 N. Lincoln, Chicago, IL 60614.